

SARATOGA
October/November '83 Switching Study

Base N = 10,104			Base N = 1,943	
Smokers of Saratoga	<u>Non-Menthol</u>	<u>Menthol</u>	<u>Unaided Awareness</u> <u>As a 100 mm Cigarette</u>	
	N =		Total unaided aware	%
Men - Total	27	9	Men - Total	2
18-34	<u>18</u>	<u>22</u>	18-34	4
35+	4	--	35+	1
Women - Total	15	22	Women - Total	3
18-34	82	78	18-34	5
35+	<u>11</u>	<u>33</u>	35+	2
White	70	44	White	2
Black	89	67	Black	5
Spanish-Speaking	4	22	Spanish-Speaking	3
Under \$30M	48	56	Under \$30M	3
\$30M+	30	33	\$30M+	2
High School or less	74	56	High School or less	2
College or more	26	44	College or more	2
Nielsen A	37	11	Nielsen A	3
B	41	33	B	3
C	18	33	C	2
D	4	22	D	2
Usually buy:				
Packs	15	34		
Cartons	70	44		
Both	15	22		
Buy no other brand	59	67		
Consider brand to be				
Very low	--	--		
Low	30	33		
Average	56	22		
Slightly above	--	11		
High tar	--	--		
Avg. daily consumption	21.35	24.11		
(cf. industry - 23.57)				
cf. More	26.39	19.68		

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